

U.S. Department of Justice

Washington, DC 20530

**Supplemental Statement****Pursuant to the Foreign Agents Registration Act of  
1938, as amended**For Six Month Period Ending 12/31/2012

(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant

(b) Registration No.

5W Public Relations, LLC

6109

(c) Business Address(es) of Registrant

888 Seventh Avenue

Floor 12

New York, NY 10106

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes ☐ No ☐(2) Citizenship Yes ☐ No ☐(3) Occupation Yes ☐ No ☐

(b) If an organization:

(1) Name Yes ☐ No ☒(2) Ownership or control Yes ☐ No ☒(3) Branch offices Yes ☐ No ☒

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

N/A

**IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, AND 5(a).**3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.Yes ☐No ☒

If yes, have you filed an amendment to the Exhibit C?

Yes ☐No ☒

If no, please attach the required amendment.

<sup>1</sup> The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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5. (a) Has any person named in Item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe the service rendered.

(b) During this six month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

Name	Residence Address	Citizenship	Position	Date Assumed
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(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
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(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement?

Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

N/A, no persons listed in sections 5(a) and/or 5 (b)

**II - FOREIGN PRINCIPAL**

7. Has your connection with any foreign principal ended during this 6 month reporting period? Yes ☒ No ☐  
If yes, furnish the following information:

Foreign Principal  
Travel Alberta

Date of Termination  
9/8/2012

8. Have you acquired any new foreign principal(s)<sup>2</sup> during this 6 month reporting period? Yes ☐ No ☒  
If yes, furnish the following information:

Name and Address of Foreign Principal(s)

Date Acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principal(s)<sup>2</sup> whom you continued to represent during the 6 month reporting period.

N/A

10. (a) Have you filed exhibits for the newly acquired foreign principal(s), if any, listed in Item 8?

Exhibit A<sup>3</sup> Yes ☐ No ☒

Exhibit B<sup>4</sup> Yes ☐ No ☒

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☒

If no, please attach the required amendment.

<sup>2</sup> The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157) sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

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**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

If yes, identify each foreign principal and describe in full detail your activities and services:

Travel Alberta; Public Relations Consulting Services: Message development and refinement; Crafting news releases and creative pitch letters; Media services, including targeting, outreach, monitoring editorial opportunities, editorial calendars and opinion editorial placement opportunities; Media communications, including daily contact with media; Setting up interviews and other media opportunities; Story direction and creation; Account management and coordination; Compilation of the media yield from our efforts; Regular monthly written reports

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits your foreign principal(s)? Yes ☐ No ☒

If yes, describe fully.

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<sup>5</sup> The term "political activity" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

## IV - FINANCIAL INFORMATION

## 14. (a) RECEIPTS-MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.<sup>6</sup>

Date	From Whom	Purpose	Amount
7/16/12	Travel Alberta	PR Services (Retainer)	\$20,000
7/16/12	Travel Alberta	PR Services (Retainer)	\$10,000
7/31/12	Travel Alberta	Expense Reimbursement	\$312.67
9/6/12	Travel Alberta	Spokesperson Reimbursement	\$15,000
11/30/12	Travel Alberta	Expense Reimbursement	\$103.30

\$45,415.97

Total

## (b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fundraising campaign<sup>7</sup>, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

## (c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

**15. (a) DISBURSEMENTS-MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

All expenditures were on behalf of Travel Alberta and considered to be inner-office related expenses (some billable). Monies were received from foreign principal but no monies were transmitted to.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
6/13/12	U.S Department of Justice	FARA Filing	\$305.00
6/22/12	360 Media Watch	Media Monitoring	\$6.54
6/30/12	Employee Payroll	Salary/Payroll	Varies; salaried
7/15/12	Employee Payroll	Salary/Payroll	Varies; salaried
7/31/12	Employee Payroll	Salary/Payroll	Varies; salaried
8/15/12	Employee Payroll	Salary/Payroll	Varies; salaried
8/31/12	Employee Payroll	Salary/Payroll	Varies; salaried
9/5/12	JP Rosenbaum	Spokesperson	\$7,500
9/5/12	Office Expenses (Magazines)	Office Expense	\$28.00
9/6/12	Office Expenses (Magazines)	Office Expense	\$23.94
9/15/12	Employee Payroll	Salary/Payroll	Varies; salaried
9/30/12	Office Expenses (Delivery)	Delivery/Office Expenses	\$51.36

\$7,914.84 (+payroll)

Total

**(b) DISBURSEMENTS-THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

## V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials?<sup>12</sup>

Yes ☒ No ☐

If Yes, go to Item 17.

(b) If you answered No to Item 16(a), do you disseminate any material in connection with your registration?

Yes ☐ No ☐

If Yes, please forward the materials disseminated during the six month period to the Registration Unit for review.

17. Identify each such foreign principal.

Travel Alberta

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Travel Alberta 6/8 - 9/8 (\$30,000) retainer

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- ☒ Radio or TV broadcasts      ☒ Magazine or newspaper      ☐ Motion picture films      ☒ Letters or telegrams  
☐ Advertising campaigns      ☒ Press releases      ☒ Pamphlets or other publications      ☐ Lectures or speeches  
☒ Other (specify) Email

**Electronic Communications**

☒ Email

☒ Website URL(s): \_\_\_\_\_

☒ Social media websites URL(s): \_\_\_\_\_

☐ Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- ☐ Public officials      ☒ Newspapers      ☐ Libraries  
☐ Legislators      ☒ Editors      ☐ Educational institutions  
☐ Government agencies      ☐ Civic groups or associations      ☐ Nationality groups  
☒ Other (specify) magazines, producers (TV) bloggers

21. What language was used in the informational materials:

☒ English

☐ Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☐

No ☒

<sup>12</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.



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**VI - EXECUTION**

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>13</sup>)January 23, 2013/s/ Ronn TorossianeSigned

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<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



**MEMORANDUM**

**TO:** Jessica Harcombe Fleming, Judy Love Rondeau; Amy Wolski, Bin Lau, & Jenifer Christenson

**FROM:** The 5W Public Relations Team

**DATE:** June 30, 2012

**RE:** June Status Report

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The following is a recap of results and activities performed by 5W Public Relations for Travel Alberta and Edmonton Tourism during the month of June.

**MEDIA ACTIVITY:**

**Fox & Friends:** Per our media outreach, we secured interest from *Fox & Friends* to feature the Edmonton International Street Performers Festival in an upcoming segment. The producer would like to feature a variety of the artists performing live at the *Fox & Friends* studios in New York City. *Fox & Friends* highlights news, weather, sports, entertainment and health, and features an ensemble cast of hosts who talk with a mixture of celebrities, authors, medical experts, fitness gurus and journalists. This live national show tapes in New York City, Monday – Friday from 6:00am – 10:00am EST and has an average of 1.2 million viewers per day. This placement has an advertising equivalency of \$6,000.

Air Date: TBD

**WGN Morning News:** Per our media outreach, we secured interest from *WGN Morning News*, to feature the Edmonton Street Festival in an upcoming segment. The producer would like to feature a performance by Michael Trautman and an interview regarding his upcoming participation at the Edmonton Street Festival. *WGN Morning News* broadcasts to the Chicago market and presents a variety of segments on local events, music performances, cooking and more. This daily morning show airs from 4:00 AM – 9:00 AM and has a viewership of 127,720. This placement has an advertising equivalency of \$1,600.

Air Date: TBD

**Fox 23 WPFO-TV Good Day Maine:** Per our media outreach, we secured interest from the FOX affiliate in Maine, *WPFO-TV Good Day Maine*, to feature the Edmonton Street Festival in an upcoming segment. The producer is interested in featuring a performance by local artist, Michael Trautman, and an interview regarding his upcoming participation at the Edmonton Street Festival. *WPFO-TV Good Day Maine* presents news, features, and interviews of local interest. This daily morning show airs from 7:00am – 9:00am and has a viewership of 7,000. This placement has an advertising equivalency of \$1,000.

Air Date: TBD

**About.com:** Per our media outreach, we secured interest from a blogger from *About.com* to feature the Edmonton International Street Performers Festival in an upcoming post. *About.com* is an online news source and its *Travel With Kids* section covers regional family travel and has an average circulation of 155,431 unique visitors per month. This placement has an advertising equivalency of \$14,374.74.

Run Date: July 2012

**TravelWithKids.About.com (Twitter):** Per our media outreach, we secured a tweet from a *TravelWithKids.About.com* blogger. The tweet noted The Edmonton International Street Performers Festival as a "fun idea", as well as stating the festival has over 1,500 outdoor performances. *TravelWithKids.About.com* is an online news source that covers regional family travel and has 1,125 Twitter followers. This placement has an average circulation of 155,431 unique visitors per month.

Run Date: June, 28 2012

**FamiliesGo! (Facebook):** Per our media outreach, we secured a Facebook post from a *FamiliesGo!* blogger. The post noted the date and link to The Edmonton International Street Performers Festival, along with some brief information about the performers, to her Facebook page *FamiliesGo!* is a fast-growing website that offers parents travel tools and content including itineraries, advice, packing lists and a hotel guide to eliminate the pain points in planning and taking family vacations and the *FamiliesGo!* Facebook page has 370 likes. This placement has an average circulation of 1,500 unique visitors per month.

Run Date: June, 28 2012

#### **EDMONTON INTERNATIONAL STREET PERFORMERS FESTIVAL:**

- 5W Public Relations drafted and disseminated the following pitches for the International Street Performers Festival :
  - Introduction to the Street Performers Festival
  - Colorful Artists from Edmonton Street Performers Festival
  - Celebrate Local Street Performer Heading to Top Festival
  - Segment Idea/Performance by Local Street Artist Headed to Top Festival
  - North America's Europe
  - Cool careers - Shelley Switzer
- 5W Public Relations requested and received contact information for the *Wall Street Journal* freelancer that covered festival three years prior;
- 5W Public Relations has been coordinating and facilitating TV interviews with the team for the International Street Performers Festival with:
  - *Fox & Friends*
  - *Fox 23 WPFO-TV Good Day Maine*
  - *WGN Morning News*

#### **EDMONTON INDY:**

- 5W Public Relations requested and received several press materials for the Edmonton Indy:
  - Airport information
  - Clearance to put someone in the pace car
  - The official Grand Marshall & Announcer
  - Additional race week information on Taste of Edmonton and Capital EX
- 5W Public Relations drafted and created stunt and strategic ideas for the Edmonton Indy;
- 5W Public Relations commenced initial media outreach for the Edmonton Indy.

**EDMONTON FOLK MUSIC FESTIVAL:**

- 5W Public Relations requested and received several press materials for the Edmonton Folk Music Festival:
  - Volunteer information and details
  - Green element involved with festival
- 5W Public Relations drafted and created stunt and strategic ideas for the Edmonton Folk Music Festival;
- 5W Public Relations commenced initial media outreach for the Edmonton Folk Music Festival.

**2012 EDMONTON INTERNATIONAL FRINGE THEATRE FESTIVAL:**

- 5W Public Relations requested received facts on the surrounding area of the International Fringe Theatre Festival.
- 5W Public Relations drafted and created stunt and strategic ideas for the International Fringe Theatre Festival;
- 5W Public Relations commenced initial media outreach for the International Fringe Theatre Festival.

**RELATED MEDIA ACTIVITIES:**

- 5W Public Relations commenced researching celebrity partnerships for all events;
- 5W Public Relations requested and received Edmonton and Alberta tourism statistics and figures;
- 5W Public Relations requested and received several press material for each event:
  - Key messaging materials
  - Boilerplate and logos
  - Images and videos from past years
  - U.S. media hooks
  - Identified spokesperson bios and headshots
  - Events' backgrounds and detailed information
  - Logistic requirements
  - Past and present press
  - Travel deals related to festivals
- 5W Public Relations continued to field numerous emails and phone calls from the Travel Alberta/Edmonton Tourism team;
- 5W Public Relations held conference calls with the Travel Alberta/Edmonton Tourism team on the following dates:
  - June 12, 2012
  - June 21, 2012

As always, should you have any comments or questions, please feel free to call us at 212-999-5585.



**MEMORANDUM**

**TO:** Jessica Harcombe Fleming  
Judy Love Rondeau  
Amy Wolski  
Bin Lau  
Jenifer Christenson

**FROM:** The 5W Public Relations Team

**DATE:** July 31, 2012

**RE:** July Status Report

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The following is a recap of results and activities performed by 5W Public Relations on behalf of Travel Alberta and Edmonton Tourism during the month of July. During this timeframe, our efforts resulted in media placements with a total of **97,951,516** comprehensive impressions and an advertising equivalency of **\$979,515**.

**MEDIA ACTIVITY:**

**Yahoo! Sports:** Per our media outreach, we secured a full-feature article on the Edmonton Indy, on *Yahoo! Sports*. The article, titled "Edmonton Indy GM Ike Janacek: Fan Interview," included an interview with Ike Janacek about the upcoming Edmonton Indy along with information regarding the race, race activities, and highlighted Edmonton in detail. A link back to the Edmonton Indy website was included for ticket booking purposes. *Yahoo! Sports* provides all the latest sports news, scores, rumors, fantasy games, and more, and has 39,639,500 unique visitors per month has an ad equivalency of \$396,395.

**Interview Date:** July 19, 2012

**Run Date:** June 20, 2012

**The New York Times' About.com:** Per our media outreach, we secured the Edmonton International Street Performers Festival to be featured on *About.com's Travel with Kids*. The article, titled "A Few Bits of News," included festival background information, dates, types of performances and mention of the Kids World section. A link back to the festival website was also included. *About.com* is a part of *The New York Times Company*. *About.com's Travel with Kids* is an online news source that covers regional family travel. The website reaches 46,028,898 unique visitors per month has an ad equivalency of \$460,289.

**Run Date:** June 11, 2012

**AOL Jobs:** Per our media outreach, we secured The Edmonton Street Performers Festival to be featured on *AOL Jobs*. The article, titled "What It's Really Like To Be A Street Performer," featured an interview that 5W coordinated for Michael Trautman with editor David Schepp. The feature article included quotes from Michael throughout the placement about his lifestyle, wages and the ups and downs of being in his line of work. Michael's recent appearance at The Edmonton Street Performer's Festival is included along with mention that the festival is an annual event along with a link back to the website. A prominent photograph of Michael at the Street Performers Festival leads the article and a video of his performance is included at the end. *AOL Jobs*, part of the AOL portal of websites, covers career and employment offering

advice for the job seeker as well as offering tools needed in the job search. Visitors to the site can search for jobs as well as obtain advice on interviewing and creating a résumé. This website receives 3,447,570 unique visitors per month and has an estimated ad equivalency of \$34,475.

**Interview Date:** July 6, 2012

**Run Date:** July 25, 2012

**Examiner.com:** Per our media outreach, we secured the Edmonton Indy, Edmonton Folk Music Festival, and the Edmonton International Fringe Festival to be featured on *Examiner.com*. The article, titled "Olympics of festivals is not in London but Edmonton," highlights Edmonton as a destination, just a short distance from the US, that plays host to over 30 festivals a year. All three events were featured including the festival dates, background information and a link back to the individual festival websites. A separate slideshow accompanied the article that included photos from the Indy Race and Folk Festivals. *Examiner.com* provides hyper localized content and serves as a daily news and entertainment hub comprised of several regional editions. This website reaches an average of 7,278,370 unique visitors per month and has an ad equivalency of \$72,784.

**Run Date:** July 24, 2012

**BroadwayWorld.com:** Per our media outreach, we secured the Edmonton International Fringe Festival to be featured on *BroadwayWorld.com*. The article, titled "31<sup>st</sup> Edmonton Fringe Festival Launches in Alberta, Aug 16-26," included information regarding the upcoming Fringe Festival including location, the theme and ticket information. Two links back to the festival website and the logo were included within the placement. *BroadwayWorld.com* is geared towards anyone interested in theatre and covers shows on and off Broadway including national tours, West End shows, and events calendars and theatre maps as well as contests, news, what's hot and a fans' choice section. The website receives 362,240 unique visitors per month and has an ad equivalency of \$3,622.

**Run Date:** July 19, 2012

**Seattle.gov (1 of 3):** Per our media outreach, we secured the Edmonton Indy to be featured on *Seattle.gov*. The Edmonton Indy was listed on the website's weekend event calendar and featured information including location, date (Friday, July 20, 2012), cost and a link back to the Edmonton Indy website. A detailed description of the event was listed along with a mention that Seattle is only a two hour plane ride from Edmonton, making the destination the perfect weekend getaway. A listing was posted for each day of the event. *Seattle.gov* is the City of Seattle's public website featuring city information and services. The topical pages also include links outside of the city of Seattle to the region, state, country and world. This website reaches 303,717 unique visitors per month and has an ad equivalency of \$3,037.

**Run Date:** July 17, 2012

**Seattle.gov (2 of 3):** Per our media outreach, we secured the Edmonton Indy to be featured on *Seattle.gov*. The Edmonton Indy was listed on the website's weekend event calendar and featured information including location, date (Saturday, July 21, 2012), cost and a link back to the Edmonton Indy website. A detailed description of the event was listed along with a mention that Seattle is only a two hour plane ride from Edmonton, making the destination the perfect weekend getaway. A listing was posted for each day of the event. *Seattle.gov* is the City of Seattle's public website featuring city information and services. The topical pages also include links outside of the city of Seattle to the region, state, country and world. This website reaches 303,717 unique visitors per month and has an ad equivalency of \$3,037.

**Run Date:** July 17, 2012

**Seattle.gov (3 of 3):** Per our media outreach, we secured the Edmonton Indy to be featured on *Seattle.gov*. The Edmonton Indy was listed on the website's weekend event calendar and featured information including location, date (Sunday, July 22, 2012), cost and a link back to the Edmonton Indy website. A detailed description of the event was listed along with a mention that Seattle is only a two hour plane ride from Edmonton, making the destination the perfect weekend getaway. A listing was posted for each day of the event. *Seattle.gov* is the City of Seattle's public website featuring city information and services. The topical pages also include links outside of the city of Seattle to the region, state, country and world. This website reaches 303,717 unique visitors per month and has an ad equivalency of \$3,037.

**Run Date:** July 17, 2012

**FamilyVacationCritic.com:** Per our media outreach, we secured the Edmonton International Street Performers Festival to be featured on *FamilyVacationCritic.com*. The article, titled "International Street Performers Festival," included festival background information, dates, location and types of performances. The festival's Kids World section is highlighted and three images from the festival accompany the article. *FamilyVacationCritic.com* features reviews of family-friendly hotels and resorts, lively discussion forums, tips, travel deals and special offers. The website reaches 270,203 unique visitors per month and has an ad equivalency of \$2,702.

**Run Date:** June 3, 2012

**ChildMode.com:** Per our media outreach, we secured the Edmonton International Street Performers Festival to be featured on *ChildMode.com*. The article, titled "Family Fun in Alberta – The Edmonton International Street Performers Festival," included festival background information, dates, location, types of performances and a link back to the website. The two U.S. street performers, Michael Trautman and Rob Torres, are mentioned, along with their talents and hometowns. Two links back to the festival's website are also included. *ChildMode.com* offers news and current information on the top designers in the children's fashion industry, clothing trends, accessories and products for babies, toddlers, and kids. The website reaches 6,882 unique visitors per month and has an ad equivalency of \$69.

**Run Date:** June 3, 2012

**GreenRightNow.com:** Per our media outreach, we secured the Edmonton Folk Music Festival to be featured on *GreenRightNow.com*. The article, titled "How Summer Music Festivals Are Playing It Green," featured information on the upcoming Folk Music Festival including the US performers and the green initiatives taken at the Festival. A prominent picture of the festival, the date, as well as a link back to the website was included within the placement. *GreenRightNow.com* is a website that covers green living. The website posts tips on incorporating green living habits into daily life and covers green programs and news around the United States. The website receives 6,702 unique visitors per month and an ad equivalency of \$67.

**Run Date:** June 3, 2012

**ChildMode.com (Facebook):** Per our media outreach, we secured the Edmonton International Street Performers Festival to be featured on *ChildMode.com's* Facebook page. The post included a link back to the original article, "Family Fun in Alberta – The Edmonton International Street Performers Festival." *ChildMode.com* offers news and current information on the top designers in the children's fashion industry, clothing trends, accessories and products for babies, toddlers, and kids. The Facebook page has 2,921 "likes."

**Run Date:** June 3, 2012

**Road Trips for Families (Facebook):** Per our media outreach, we secured the Edmonton International Street Performers Festival to be included in a Facebook post from *Road Trips for Families*. The post included festival background information including dates, number of

performances, activities and a link back to the website. *Road Trips for Families* is an online magazine written for families interested in planning their next road trip, and featuring expert itineraries, information on what's along the way, gadgets and car reviews. The website's Facebook page has 1,964 "likes".

**Run Date:** June 29, 2012

#### **UPCOMING MEDIA:**

**Live! With Kelly:** Per our media outreach, we secured interest from *Live! With Kelly* in featuring Edmonton in an upcoming episode. The producer is integrating the city of Edmonton into a segment. *Live! with Kelly* is a daytime talk show featuring segments and celebrity interviews with Kelly Ripa on ABC. The show has a viewership of 3.2 million viewers per episode and has an ad equivalency of \$40,000 for 30 seconds.

**Air Date:** August 2012

**MSN Music:** Per our media outreach, we secured interest from *MSN Music* to feature the Edmonton Folk Music Festival in an upcoming article. The editor will include a write-up on the event featuring the festival's information, background history, and images, prior to the festival. *MSN Music* is part of the *MSN* network of websites and covers contemporary music and new music trends. The website features music news, reviews, videos, interviews and streaming music. This website receives 83,618,400 unique visitors per month and has an ad equivalency of \$836,184.

**Run Date:** August 2012

**The Boston Globe (online):** Per our media outreach, we secured a reporter from the online edition of *The Boston Globe* to attend the Fringe Festival and cover the event for an upcoming article. The contributing editor will be visiting Edmonton from August 20 – 23 to experience the festival as a whole as well as shadow some of the performers. His article will appear in the online edition of *The Boston Globe* with possible other placements in *The Boston Globe (print)*, *Vancouver Sun*, *The Province* and *DavesTravelCorner.com*. *Boston.com* serves as an online news source for the residents of Boston and its greater metropolitan area. The website provides coverage of local news, events, business, travel, sports and lifestyle, in addition to the top national and global headlines. This website receives 3,060,250 unique visitors per month and has an ad equivalency value of \$30,603.

- Additional coverage may include:
  - **The Boston Globe** focuses on news for the general public in the New England area as well as state, national and international news. This daily newspaper has a circulation of 225,482 and has an ad equivalency value of \$4,400.
  - **Vancouver Sun** features business, arts and entertainment, dining, events and sports news for the general public in the Vancouver, British Columbia, Canada area. This daily newspaper has a circulation of 156,158 and has an ad equivalency value of \$6,726.
  - **The Province** is written for the general public of Vancouver, British Columbia, Canada and its neighboring communities. It is one of the major newspapers in the area covering news specific to Vancouver as well as Canadian national news. This daily newspaper has a circulation of 144,537 and has an ad equivalency value of \$3,503.
  - **DavesTravelCorner.com** highlights worldwide destinations and attractions from first hand experiences with blog posts, photos and video galleries. This website receives 8,399 unique visitors per month and has an ad equivalency value of \$83.

**Press Visit:** August 20 – 23, 2012

**Run Date:** TBD



**The McClatchy-Tribune:** Per our media outreach, we secured a reporter from *The McClatchy-Tribune* to attend the Fringe Festival and cover the event for an upcoming article. *McClatchy-Tribune* is a news syndicate that provides news and feature stories, photos, print and Web news, etc., to news organizations around the world. The service relies on America's top newspapers for its content and does not accept outside articles for distribution. With contributions from more than 70 newspapers plus its own staff in the United States and Europe, its services appear in more than 1,000 newspapers worldwide and are represented on leading online services.

- Outlets that are part of *The McClatchy-Tribune* news syndicate can include:
  - **The Kansas City Star** is a newspaper written for the general public in the Kansas City, Missouri area. This newspaper has a circulation of 200,365 and an ad equivalency value of \$12,000;
  - **The Sacramento Bee** is a daily newspaper written for the residents of the Sacramento, California area. This newspaper has a circulation of 196,667 and an ad equivalency value of \$4,333;
  - **The Fort-Worth Star Telegram** is a daily newspaper written for the general public of the Fort Worth, Texas area. This newspaper has a circulation of 195,455 and ad equivalency value of \$2,500.
  - **The Miami Herald** is a daily newspaper written for the general public in the greater Miami, Florida area. This newspaper has a circulation of 160,505 and an ad equivalency value of \$9,000;
  - **The Charlotte Observer** is a daily newspaper written for the general public in the greater Charlotte, North Carolina area. This newspaper has a circulation of 146,511 and an ad equivalency value of \$2,284;

**Press Visit:** TBD

**Run Date:** TBD

**BusinessInsider.com:** Per our media outreach, we secured interest from *Business Insider* to the Edmonton Street Performers Festival, in an upcoming article. The careers editor interviewed Shelley regarding her career as the Artistic Producer for the festival and her background. *Business Insider* serves as an online business news resource dedicated to aggregating, reporting and analyzing the top stories from the Web. The website provides deep financial, entertainment, green technology and digital industry coverage. This website receives 2,914,470 unique visitors per month and has an ad equivalency of \$29,145.

**Interview Date:** July 9, 2012

**Run Date:** July 2012

#### **EDMONTON INTERNATIONAL STREET PERFORMERS FESTIVAL:**

- 5W Public Relations continued to disseminate the following pitches for the International Street Performers Festival:
  - Introduction to the Street Performers Festival;
  - Colorful Artists from Edmonton Street Performers Festival;
  - Celebrate Local Street Performer Heading to Top Festival;
  - North America's Europe;
  - Career – Profiling Shelley Switzer.
- 5W Public Relations coordinated interviews with the following outlets:
  - AOL Jobs;
  - *Business Insider*

#### **EDMONTON INDY:**

- 5W Public Relations drafted and disseminated the following pitches for the Edmonton INDY:
  - IndyCar Race Track Roundup;
  - Racing backwards – Edmonton's Indy turning back the clock – the open wheel race is the only counter clockwise track;
  - Experience Indy Up Close at Edmonton's Pit Walk Alley;
  - Travel and Hotel Deals Package;
  - Ultimate Guys Weekend;
  - Family/Parenting/Kids-friendly activities to do at Edmonton Race Week;
  - Career – Profiling IndyCar drivers in their local areas;
  - Career – Profiling Ike Janacek;
  - What's On in Edmonton.
- 5W Public Relations reached out to celebrities interested in attending the Edmonton Indy;
  - 5W Public Relations secured interest from Cory Monteith to attend the Edmonton INDY;
    - 5W Public Relations contacted Cory's representative to confirm opportunity;
    - 5W Public Relations advised Travel Alberta of Cory's interest;
    - 5W Public Relations requested pricing for onsite appearance and social media integration from Cory's team;
    - 5W Public Relations requested onsite events that Cory could potentially attend while in Edmonton;
    - 5W Public Relations advised Travel Alberta Cory on to a new movie and unfortunately was not able to attend the Edmonton INDY. 5W will continue correspondence with Cory's team for possible future visit.
- 5W Public Relations corresponded with the following TV shows for possible onsite segments:
  - *American Chopper*;
  - *Motoring*;
  - *PINKS All Out*;
  - *Car Crazy*;
  - *Car Lot Cowboy*;
  - *TOP GEAR USA*.
- 5W Public Relations coordinated an interview with the following outlet:
  - *Yahoo! Sports*.

**EDMONTON FOLK MUSIC FESTIVAL:**

- 5W Public Relations drafted and disseminated the following pitches for the Edmonton Folk Music Festival:
  - Folk Festival Roundup;
  - Green Festivals Roundup;
  - Career – Profiling the History of the Volunteers;
  - US Performer Profiles;
  - Musician Profiles.

**EDMONTON INTERNATIONAL FRINGE THEATRE FESTIVAL:**

- 5W Public Relations drafted and disseminated the following pitches for the International Fringe Theatre Festival:
  - Fringe Festival Roundup;
  - Largest and oldest Fringe Festival in North America;
  - The Olympics of Fringe Festivals;
  - KidsFringe – search for the next biggest star;
  - Career – US Performer Profiles;
  - Day In The Life.
- 5W Public Relations coordinated a press trip for the contributing editor at *Boston.com*;
  - 5W Public Relations received and completed the Air Request Form;
  - 5W Public Relations received and completed the Media Visit Request Form;
- 5W Public Relations requested and received the names of US Fringe performers;
- 5W drafted and disseminated an introduction letter to US Fringe performers for media interview coordination.

**RELATED MEDIA ACTIVITIES:**

- 5W Public Relations requested and received Travel Alberta and Edmonton Tourism high-res logo;
- 5W Public Relations corresponded with appropriate TV shows for all events;
- 5W Public Relations researched celebrity partnerships for all events;
- 5W Public Relations reviewed and signed Stock Video Footage License Agreement;
- 5W Public Relations requested further information about whether Edmonton has more festivals compared to other global cities;
- 5W Public Relations drafted and disseminated the following destination pitches:
  - Edmonton festival round-up pitch;
  - Edmonton family fun-filled festival round-up pitch;
  - Hotels and Festivals Roundup Pitch;
  - How Edmonton Became the Festival City.
- 5W Public Relations held conference calls with the Travel Alberta/Edmonton Tourism team on the following dates:
  - July 3, 2012;
  - July 6, 2012;
  - July 12, 2012;
  - July 19, 2012;
  - July 26, 2012.
- 5W Public Relations continued to field emails and phone calls from the Travel Alberta/Edmonton Tourism team;

As always, should you have any comments or questions, please feel free to call us at 212-999-5585.



**MEMORANDUM**

**TO:** Jessica Harcombe Fleming  
Judy Love Rondeau

**FROM:** The 5W Public Relations Team

**DATE:** August 31, 2012

**RE:** August Status Report

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The following is a recap of results and activities performed by 5W Public Relations on behalf of Travel Alberta and Edmonton Tourism during the month of August. During this timeframe, our efforts resulted in media placements with a total of **124,859,587** comprehensive impressions and an advertising equivalency of **\$1,249,996**.

**MEDIA ACTIVITY:**

**MSN Music:** Per our media outreach, we secured the Edmonton Folk Music Festival to be featured on *MSN Music*. The article, titled "Edmonton's Green Machine," highlighted details about the festival's green movement, including that the Edmonton event was one of the first to implement these tactics. The green initiatives featured were the bike lock-up service, installation of temporary walkways and the "No Styrofoam" policy. The article also noted that the Edmonton Folk Music Festival is Canada's largest folk summit and that it has been sold out for the past decade. Several musicians that performed, the dates of the festival and link back to the performers section of the Edmonton Folk Music Festival were included. *MSN Music* is part of the *MSN* network of websites and covers contemporary music and new music trends featuring music news, reviews, videos, interviews and streaming music. This website receives 83,618,400 unique visitors per month and has an ad equivalency of \$836,184.

**Run Date:** August 7, 2012

**CBSNews.com:** Per our media outreach, we secured Edmonton and *The Bachelorette*'s Ashley Hebert and JP Rosenbaum's visit to be featured on the *CBS Television Network*'s online counterpart, *CBSNews.com*. Featured in the, "Celebrity Circuit" section, images were included of Ashley and JP eating breakfast on the patio at the Fairmont Hotel Macdonald and creating origami at the Art Gallery of Alberta noting they were on a "recent getaway to Edmonton." *CBSNews.com* is a website integrating local, national, and international news, weather, sports, and *CBS-TV* programming information. The website receives 7,643,570 unique visitors per month and the placement has an ad equivalency of \$76,436.

**Run Date:** August 28, 2012

**AOL's Gadling.com:** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *AOL's Gadling.com*. The article, titled "10 Offbeat Fringe Festivals From Around North America," featured the Edmonton International Fringe Theatre Festival first, in a round-up of the 10 best Fringe Festivals to visit this year. The placement included the location of the festival, Edmonton's historic arts district Old Strathcona, and highlighted the unbiased lottery system, acts featured in the festival, as well as the KIDOPOLIS area for junior Fringers. A link back to the Edmonton International Fringe Theatre Festival as well as an image from the festival accompanied the article. *Gadling.com* is *AOL's* travel site and

provides fun, interesting and relevant travel information, covering general travel news, specific travel tips, and budget and adventure travel news. This website receives 1,016,840 unique visitors per month and has an ad equivalency of \$10,169.

**Run Date:** August 12, 2012

**SheKnows.com:** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *SheKnows.com's Celebrity Photo Blog*. The article, titled "Bachelorette couple Ashley Hebert and JP Rosenbaum cozy up in Canada," included two images of Ashley and JP at the 31<sup>st</sup> Annual Edmonton International Fringe Festival and the Art Gallery of Alberta. *SheKnows.com* provides daily content for women seeking advice, information and a fresh fun take on life. The website receives 5,081,152 unique visitors per month and the placement has an ad equivalency of \$50,812.

**Run Date:** August 27, 2012

**Examiner.com (1 of 3):** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *Examiner.com*. The article, titled "Edmonton's International Fringe Theatre Festival: August 16<sup>th</sup> through 26<sup>th</sup>," featured the festival's dates, performance details, theme, ticket and flight information. The article mentioned that festival tickets went on sale August 7<sup>th</sup> and where they could be purchased. A link back to the Fringe Festival website and the website where visitors can find local hotels was also included. *Examiner.com* provides hyper-localized content and serves as a daily news and entertainment hub comprised of several regional editions. This website receives 7,278,370 unique visitors per month and has an ad equivalency of \$72,784.

**Run Date:** July 28, 2012

**Examiner.com (2 of 3):** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *Examiner.com*. The article, titled "New Yorkers Perform In Canadian Fringe Festival," highlighted interviews with New York-based artists who traveled to Edmonton to perform at the Fringe Festival. A direct link to the Fringe Festival website, the two festival's dates, as well as a venue list and map were also included. *Examiner.com* is a dynamic entertainment, news and lifestyle network that provides hyper-localized content via several regional editions. This website receives 7,278,370 unique visitors per month and has an ad equivalency of \$72,784.

**Run Date:** August 17, 2012

**Examiner.com (3 of 3):** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival. The article highlighted JP and Ashley's visit to the festival and the Art Gallery of Alberta as well as their stay at the Fairmont Hotel Macdonald. It also linked to their Twitter accounts, which featured multiple mentions and photos of their visit to Edmonton. Images were included of the couple at the Fringe Festival, Fairmont Hotel Macdonald and Art Gallery of Alberta. *Examiner.com* provides hyper localized content and serves as a daily news and entertainment hub comprised of several regional editions. The website reaches an average of 7,278,370 unique visitors per month and has an ad equivalency of \$72,784.

**Run Date:** August 28, 2012

**The Philadelphia Sun:** Per our media outreach, we secured the Edmonton Folk Music Festival and Edmonton International Fringe Theatre Festival to be featured in *The Philadelphia Sun*. The article, titled "St. Paul, Minnesota: Last of the East, first of the West!" highlighted the festival's dates and details in the travel tips section. A link back to the Edmonton website was included. *The Philadelphia Sun* is a weekly published newspaper for the residents of Philadelphia and surrounding areas, providing information on local news and community events. This newspaper has a circulation of 20,000 and has an ad equivalency of \$1,600.

**Run Date:** August 5, 2012

**The Philadelphia Sun (online):** Per our media outreach and the article we secured in *The Philadelphia Sun*, the Edmonton Folk Music Festival and Edmonton International Fringe Theatre Festival were featured on the newspaper's online counterpart *PhilaSun.com*. The article, titled "St. Paul, Minnesota: Last of the East, first of the West!" highlighted the festival's dates and details in the travel tips section. A link back to the Edmonton website was included. *PhilaSun.com* is a website providing information for the residents of Philadelphia and surrounding areas on local news and community events. This website receives 3,112 unique visitors per month and has an ad equivalency of \$32.

**Run Date:** August 5, 2012

**Canoe.ca:** Per our media outreach, and as a result of the article we secured on *Gadling.com*, the Edmonton International Fringe Theatre Festival was also featured on *Canoe.ca*. The article, titled "North America's Top Fringe Festivals," was included in the "Travel" section and highlighted the Edmonton International Fringe Theatre Festival first, in a round-up of the 10 best North American Fringe Festivals. The placement included the location of the festival, Edmonton's historic arts district, Old Strathcona, and highlighted the bizarre mix of performers and jaw dropping shows. A prominent image from the festival as well as a link back to the Edmonton International Fringe Theatre Festival website was included. *Canoe.ca* is a general interest website that provides news and information for and about Canadian life. This website receives 3,800,000 unique visitors per month and has an ad equivalency of \$38,000.

**Run Date:** August 14, 2012

**Toronto Sun (online):** Per our media outreach, and as a result of the article we secured on *Gadling.com*, the Edmonton International Fringe Theatre Festival was also featured on the *Toronto Sun*'s online counterpart, *TorontoSun.com*. The article, titled "North America's top Fringe Festivals," was included in the "International Travel" section and highlighted the Edmonton International Fringe Theatre Festival first, in a round-up of the 10 best North American Fringe Festivals. The placement included the location of the festival, Edmonton's historic arts district, Old Strathcona, and highlighted the bizarre mix of performers and jaw dropping shows. A prominent image from the festival as well as a link back to the Edmonton International Fringe Festival website was included. *TorontoSun.com* is a news website covering national and local news. This website receives 1,500,000 unique visitors per month and has an ad equivalency of \$15,000.

**Run Date:** August 14, 2012

**RealityTea.com:** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *RealityTea.com*. The article, titled "PHOTOS: Are Ashley Hebert and JP Rosenbaum Searching For Wedding Locations?," highlighted JP and Ashley's visit to the festival, the art gallery and the hotel breakfast. Images were included of the Fringe Festival, Fairmont Hotel Macdonald and Art Gallery of Alberta. *RealityTea.com* covers reality television and reality television stars. It features news about reality series and information on the stars of the shows, both on-screen and off. The website reaches an average of 293,480 unique visitors per month and has an ad equivalency of \$2,935.

**Run Date:** August 28, 2012

**Zoomer Mag (online):** Per our media outreach, we secured the Edmonton Folk Music Festival to be featured on the online counterpart to *Zoomer* magazine, *ZoomerMag.com*. The article, titled "On Our Radar: The Edmonton Folk Music Festival," featured details of the Edmonton Folk Music Festival including the dates and the performing musical artists. The article also highlighted that although the festival is sold out, those over the age of 65 can attend the concert for free. A link back to the Edmonton Folk Music Festival was included. *ZoomerMag.com* serves as the voice of the Canadian Association of Retired Persons, with articles focused on

topics of importance to 50-plus readers, such as health, travel, finances and leisure activities. This website receives 27,000 unique visitors per month and has an ad equivalency of \$270.

**Run Date:** August 2, 2012

**ZestNow.com:** Per our media outreach, we secured the Edmonton Folk Music Festival to be featured on the website, *ZestNow.com*. The article, titled "Edmonton Folk Music Festival Targeted to Women Over 65," featured details of the Edmonton Folk Music Festival including the dates, the performing musical artists, as well as mentioning the assistance of 2,000 volunteers at the festival. The article also highlighted that although the tickets to the festival sold out in less than two hours, those over the age of 65 can attend the concert for free. A link back to the Edmonton Folk Music Festival was included. *ZestNow.com* is a website directed at mature women with sections covering style, relationships, health and happiness, money and retirement, entertainment, shop and community news. This website receives 2,189 unique visitors per month and has an ad equivalency of \$22.

**Run Date:** August 7, 2012

**Blodic.us:** Per our media outreach, and as a result of the article we secured on *Gadling.com*, the Edmonton International Fringe Theatre Festival was also featured on *Blodic.us*. The article, titled "10 Offbeat Fringe Festivals From Around North America," included the Edmonton International Fringe Theatre Festival as Canada's largest and longest-running Fringe Festival. The article included the location of the festival, highlighted the unbiased lottery system, and acts featured in the festival, as well as the KIDOPOLIS area for junior Fringers. An image from the Edmonton International Fringe Theatre Festival accompanied the article. *Blodic.us* analyzes the blogosphere and makes an up to do summary of the most important news of the day. This website receives 948 unique visitors per month and has an ad equivalency of \$9.

**Run Date:** August 12, 2012

**Scooter McGavin's 9<sup>th</sup> Green:** Per our media outreach, we secured the Edmonton Folk Music Festival to be featured on *Scooter McGavin's 9<sup>th</sup> Green*. The article, titled "Around the Tubes," featured the Edmonton Folk Music Festival in a round-up of four Folk Festivals happening during the months of July and August. The article highlighted the Edmonton Folk Music Festival as one of the leading Folk Festivals in the world, as well as noting that the festival strives to minimize their carbon footprint by instating special green programs. A list of the US performers, as well as a link to the Edmonton Folk Music Festival was included. *Scooter McGavin's 9<sup>th</sup> Green* is a website covering news on music, TV, sports, and politics. This website receives 786 unique visitors per month and has an ad equivalency of \$8.

**Run Date:** July 27, 2012

**LuxuryTravelMavens.com:** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *LuxuryTravelMavens.com*. The article, titled "Four Canadian Festivals Worth the Flight," featured details of the Edmonton International Fringe Theatre Festival including the dates and location. The article also highlighted that the festival will have 130 new plays and 60 international street performers, as well as noting the festival is North America's largest and longest-running Fringe Festival. A link back to the Edmonton International Fringe Theatre Festival was included. *LuxuryTravelMavens.com* is a website that posts stories about compelling destinations around the world, as well as travel previews and reviews. This website is not yet quantifiable.

**Run Date:** August 7, 2012

**MoreTimeToTravel.com:** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *MoreTimeToTravel.com*. The article, titled "Over 65? Your Age Opens Doors at the Edmonton Folk Festival," featured details of the Edmonton Folk Music Festival including the dates and the performing musical artists. The article also

highlighted that, although the festival is sold out, those over the age of 65 can attend the concert for free. A link back to the Edmonton Folk Music Festival and Travel Alberta website, as well as the Travel Alberta telephone number was included. *MoreTimeToTravel.com* is a website that covers travel for middle aged people and offers advice, information and inspiration on destinations, food, hotels, cruises and other related topics. This website is not yet quantifiable.

**Run Date:** August 7, 2012

**ChildMode.com:** Per our media outreach, we secured the Edmonton International Fringe Theatre Festival to be featured on *ChildMode.com*. The article, titled "5 Upcoming Family Friendly Festivals in North America," featured the Edmonton International Fringe Theatre Festival first, in a round-up of the five best family-friendly festivals to visit this year. The article noted the Edmonton International Fringe Theatre Festival sets aside a safe and free area for junior Fringers, where daily activities consist of puppet shows, storytelling and more. A link back to the Edmonton International Fringe Theatre Festival was included and an image of children from the festival accompanied the article. *ChildMode.com* is a website that covers topics relevant to parents of young children. This website receives 17,000 unique visitors per month and has an ad equivalency of \$170.00.

**Run Date:** August 20, 2012

#### **UPCOMING MEDIA:**

**Around the World in 80 Plates:** Per our media outreach, we secured interest from the national TV show, *Around the World in 80 Plates*, to feature Edmonton as a location for an upcoming episode during season two. *Around the World in 80 Plates*, produced by *Magical Elves Productions*, is an American reality competition show that airs on the cable television network *Bravo*, in which twelve chefs compete in a culinary race across ten countries in 44 days. This show has a viewership of over 785,000 and has an ad rate of \$63,285 for a 30 second slot.

**Air Date:** February 2013

**Live! With Kelly:** Per our media outreach, we secured interest from *Live! With Kelly* to feature a trip giveaway to Edmonton in an upcoming episode. *Live! with Kelly* is a daytime talk show featuring segments and celebrity interviews with Kelly Ripa on *ABC*. This show has a viewership of over 3.2 million and has an ad rate of \$40,000 for a 30 second slot.

**Air Date:** TBD

**USA Today (online):** Per our media outreach, we secured interest from *USA Today's* online counterpart, *USAToday.com*, to feature the Edmonton International Fringe Theatre Festival in a round-up of the top Fringe Festivals in North America. The placement will profile "10 Great Places to See a Fringe Festival," and will include commentary from an independent expert from the Fringe community. *USAToday.com* provides up to date national and international news. This website receives 17,792,700 unique visitors per month and has an ad equivalency of \$177,927.

**Run Date:** Summer 2013

**People Magazine:** Per our media outreach, we secured interest from *People Magazine* to feature the images of JP and Ashley during their recent trip to Edmonton. The images will run in the publication's "StarTracks" section which features images of popular celebrities. *People Magazine* is a forum for personality journalism through the use of short articles on contemporary news events and people. The magazine has a circulation of 3,556,763 and an ad value of \$214,000. The website reaches approximately 7,644,772 unique visitors per month and has an online ad value of \$76,448.

**Issue Date:** September 5<sup>th</sup>



**OK! Magazine:** Per our media outreach, we secured interest from *OK! Magazine* to feature the images of JP and Ashley during their recent trip to Edmonton. *OK! Magazine* covers celebrity news with full color photographs and inside information on break-ups, make-ups and gossip. The magazine has a circulation of 747,040 and an ad value of \$61,700. The website reaches approximately 219,741 unique visitors per month and has an online ad value of \$2,197.

**Issue Date:** September 5<sup>th</sup>

**BusinessInsider.com:** Per our media outreach, we secured interest from *Business Insider* to feature the Edmonton Street Performers Festival in an upcoming article. Shelley Switzer was interviewed regarding her career as the Artistic Producer for the festival and her background. *Business Insider* serves as an online business news resource dedicated to aggregating, reporting and analyzing the top stories from the Web. This website receives 2,914,470 unique visitors per month and has an ad equivalency of \$29,145.

**Interview Date:** July 9, 2012

**Run Date:** September 2012

**The Boston Globe (online):** Per our media outreach, we secured a reporter from the online edition of *The Boston Globe* to attend the Edmonton International Fringe Theatre Festival and cover the event for an upcoming article. The contributing editor visited Edmonton from August 20 – 23 to experience the festival as a whole as well as shadow some of the performers. His article will appear in the online edition of *The Boston Globe* with possible other placements in *The Boston Globe (print)*, *Vancouver Sun*, *The Province* and *DavesTravelCorner.com*. *Boston.com* serves as an online news source for the residents of Boston and its greater metropolitan area. The website provides coverage of local news, events, business, travel, sports and lifestyle, in addition to the top national and global headlines. This website receives 3,060,250 unique visitors per month and has an ad equivalency of \$30,603.

- Additional coverage may include:
  - **The Boston Globe** focuses on news for the general public in the New England area as well as state, national and international news. This daily newspaper has a circulation of 225,482 and has an ad equivalency of \$4,400;
  - **Vancouver Sun** features business, arts and entertainment, dining, events and sports news for the general public in the Vancouver, British Columbia, Canada area. This daily newspaper has a circulation of 156,158 and has an ad equivalency of \$6,726;
  - **The Province** is written for the general public of Vancouver, British Columbia, Canada and its neighboring communities. It is one of the major newspapers in the area covering news specific to Vancouver as well as Canadian national news. This daily newspaper has a circulation of 144,537 and has an ad equivalency of \$3,503;
  - **DavesTravelCorner.com** highlights worldwide destinations and attractions from first hand experiences with blog posts, photos and video galleries. This website receives 8,399 unique visitors per month and has an ad equivalency of \$83.

**Press Visit:** August 20 – 23, 2012

**Run Date:** Fall 2012

**The McClatchy-Tribune:** Per our media outreach, we secured interest from a reporter from *The McClatchy-Tribune* to attend the Edmonton International Film Festival. *The McClatchy-Tribune* is a news syndicate that provides news and feature stories, photos, print and Web news to news organizations around the world. The service relies on America's top newspapers for its content and does not accept outside articles for distribution. With contributions from more than 70 newspapers plus its own staff in the United States and Europe, its services appear in more than 1,000 newspapers worldwide and are represented on leading online services.

- Outlets that are part of *The McClatchy-Tribune* news syndicate can include:

- **The Kansas City Star** is a newspaper written for the general public in the Kansas City, Missouri area. This newspaper has a circulation of 200,365 and has an ad equivalency of \$12,000;
- **The Sacramento Bee** is a daily newspaper written for the residents of the Sacramento, California area. This newspaper has a circulation of 196,667 and has an ad equivalency of \$4,333;
- **The Fort-Worth Star Telegram** is a daily newspaper written for the general public of the Fort Worth, Texas area. This newspaper has a circulation of 195,455 and has an ad equivalency of \$2,500.
- **The Miami Herald** is a daily newspaper written for the general public in the greater Miami, Florida area. This newspaper has a circulation of 160,505 and has an ad equivalency of \$9,000;
- **The Charlotte Observer** is a daily newspaper written for the general public in the greater Charlotte, North Carolina area. This newspaper has a circulation of 146,511 and has an ad equivalency of \$2,284.

**Press Visit:** September 2012

**Run Date:** TBD

**PENDING FUTURE OPPORTUNITIES:**

<b>Outlet</b>	<b>Response</b>
<i>American Detour</i> (Online travel website)	Due to timing, the journalist was booked for the summer. He is interested in visiting at the end of 2012/2013.
Bunim-Murray Productions (TV production company with shows that include <i>Keeping up with the Kardashians</i> , <i>Khloe and Lamar</i> , etc.)	Producer said they were done filming for the summer, but they may want to tape a family vacation segment for an upcoming season.
<i>CBSNews.com</i> (Online Version of CBS News television network)	Journalist was double checking their press trip policy, and if able to accept trips, is interested in going to Edmonton in early fall.
Cory Monteith (Celebrity – appears on FOX show, <i>Glee</i> )	Cory was interested in attending Edmonton Indy, but due a last minute scheduling conflict with a movie, he was unable to visit. He is interested in attending other events including next year's Edmonton Indy.
<i>Forbes</i> (Magazine for business professionals)	Journalist is interested in attending a festival, but was booked with trips for the summer. He is looking into possibilities for fall.
<i>Forbes.com</i> (Online version of magazine for business professionals)	Due to timing, the journalist was booked during the summer. He is looking into possible festivals to attend in 2013.
Freelancer for <i>CBS News</i> (Online Version of the <i>CBS News</i> television network)/ <i>LA Times</i> (General interest daily newspaper)/ <i>USA Today</i> (National, general interest newspaper)	Freelancer has covered the festivals for <i>Examiner.com</i> . She is also interested in visiting Edmonton next year for additional festival coverage.
Freelancer for <i>The New York Times</i> (Daily newspaper offering news from around the world)/ <i>T: Magazine</i> (Magazine version of	Freelancer is working to confirm an outlet that will be interested in the festival story.

New York Times)/ <i>Time Magazine</i> (Magazine covering national and international news), etc.	
Freelancer for <i>The Miami Herald</i> (General interest newspaper written for the public of Miami, FL )/ <i>Fodor's</i> (A top website providing travel news)	Freelancer is currently out of the country. However, she is interested in possibly visiting at the end of 2012/2013.
<i>Frommer's Travel Guide</i> (Top travel guide featuring travel reviews, advice, etc.)	Journalist said festival coverage is a low draw for their readers; however, she was interested in visiting and covering the city of Edmonton.
<i>Huffington Post</i> (Music) (Website featuring the latest in breaking news in business, travel, entertainment, technology, media, politics, etc.)	Journalist was very interested in attending the Edmonton Folk Music Festival, but was scheduled to move cross country that week. She would like to attend next year for a bigger feature.
<i>Huffington Post</i> (Travel) (Website featuring the latest in breaking news in business, travel, entertainment, technology, media, politics, etc.)	Journalist was interested in visiting in the fall or winter, since it was too late notice to arrange a summer trip.
<i>Leftfield Pictures</i> (Production Company – shows include <i>Pawn Stars</i> (Canada), <i>American Restoration</i> , <i>Fashion Hunters</i> , Numerous <i>Animal Planet</i> and <i>Lifetime</i> series)	Producer was interested in exploring future on-site filming opportunities, especially for new shows filming in 2013.
<i>Metro New York New York</i> commuter daily newspaper)	Journalist was interested in doing a hiking story on Alberta.
<i>The New York Times</i> (36 Hours Section) (Daily newspaper offering news from around the world; 36 Hours Section – Section on what to do in a particular city in 36 hours)	Journalist said a story on Edmonton is on their radar; however, they had recently covered Toronto and needed to wait before they cover another Canadian city.
<i>NY Getaways Examiner</i> (Serves as an online daily news and entertainment hub; NY Getaways Section – a section on trips to take outside of NY)	Journalist said they will keep Edmonton in mind for future getaway stories.
<i>Offbeat Travel/Just Say Go</i> (A premiere Web travel e-zine, which publishes travel and travel-related articles)	Journalist said he was interested in visiting during the fall or winter, since it was too late notice for a summer trip.
<i>Star Ledger Newspaper</i> (General interest newspaper written for the public of New Jersey)	Journalist was interested in the Edmonton festivals, but needed to confirm the story with her editors.
<i>Top Gear USA</i> (TV show)	Producer interested in filming during the Edmonton Indy, but they had already booked another location for filming at that time. They will keep Edmonton in mind for next year.

<i>Travel Channel</i> (TV channel with multiple shows)	Producer shared the Edmonton information with the development team and said they will keep us posted on possible upcoming onsite filming opportunities.
<i>The Miami Herald</i> (General interest newspaper written for the public of Miami, FL)	Journalist was interested in the Fringe Festival, but already had plans during the dates of event. She is interested in attending next year.
<i>Harper's Bazaar, Vogue, Elle and Style.com and Elle.com</i> (Premiere fashion magazines and their online counterparts)	Journalist is interested in visiting Edmonton at the beginning of 2013.
<i>The New York Times – In Transit</i> (Blog is hosted on <i>NYTimes.com</i> covering travel news, deals and tips)	Journalist was interested in covering the Fringe Festival; however, it was too late notice to arrange a trip for this summer.
<i>Frommers.com</i> (Online counterpart to top travel guide, features travel reviews, advice, etc)	Freelancer was interested in "Top 10 Places to see a Fringe Festival"; however, some of the festivals had already started when she received the information. She is interested in coverage for next year.
<i>Charlotte Magazine</i> (Magazine written for tourists and resident of Charlotte, NC)	Journalist was interested in "Top 10 Places to see a Fringe Festival" for 2013 plans and interested in other Edmonton travel ideas for Charlotte residents.

**EDMONTON FOLK MUSIC FESTIVAL:**

- 5W Public Relations drafted and disseminated the following pitches for the Edmonton Folk Music Festival:
  - Folk Festivals Around the World;
  - Green Festivals;
  - Profiling the History of the Volunteers;
  - US Performer Profiles;
  - Fashion Essentials at a Summer Festival;
  - Behind the Scenes look at a Green Festival.
- 5W Public Relations requested additional post-event information and images.

**EDMONTON INTERNATIONAL FRINGE THEATRE FESTIVAL:**

- 5W Public Relations drafted and disseminated the following pitches for the Edmonton International Fringe Theatre Festival:
  - Fringe Festival Roundup;
  - Largest and oldest Fringe Festival in North America;
  - The Olympics of Fringe Festivals;
  - US Performer Profiles;
  - Day In The Life;
  - Family-Friendly Fringe Festivals;

- Celebrity Wrangling (Ashley and JP);
- 10 Great Places to see a Fringe Festival.
- 5W Public Relations coordinated to coordinate a press trip for the contributing editor at *Boston.com*;
  - 5W Public Relations received and completed the Air Request Form;
  - 5W Public Relations received and completed the Media Visit Request Form;
  - 5W Public Relations worked with Edmonton Toursim and writer to coordinate itinerary.
  - 5W Public Relations to continue follow-up to confirm coverage.
- 5W Public Relations requested and received the names of an independent expert from the Fringe community for the *USA Today* opportunity;
- 5W Public Relations coordinated email interviews with the following outlets:
  - *Examiner.com*.
- 5W Public Relations drafted and disseminated an introduction letter to US Fringe performers for media interview coordination;
- 5W Public Relations drafted and disseminated a background questionnaire for the US Fringe performers for the *Examiner.com* opportunity.

**Celebrity Wrangling:**

- 5W Public Relations secured interest from *The Bachelorette's* Ashley Hebert and her fiancé, JP Rosenbaum, to attend the Edmonton International Fringe Theatre Festival and coordinated the following;
  - 5W Public Relations contacted Ashley and JP to confirm opportunity;
  - 5W Public Relations advised Travel Alberta of Ashley and JP's interest;
  - 5W Public Relations requested pricing for onsite appearance and social media integration from Ashley and JP;
  - 5W Public Relations requested a "wish list" from Travel Alberta with the most important elements for Ashley and JP to attend while in Edmonton;
  - 5W Public Relations researched flights for Ashley and JP;
  - 5W Public Relations received and sent Ashley and JP the Air Request Form;
  - 5W Public Relations held calls with Ashley and JP to review:
    - Their itinerary for the Edmonton International Fringe Theatre Festival;
    - Travel documents;
  - 5W Public Relations created a contract with deal terms;
  - 5W provided feedback to Edmonton Tourism and Travel Alberta regarding Edmonton Journal story and tweets that were posted in response to the article regarding Ashley and JP's visit;
  - Ashley and JP attended the Edmonton International Fringe Theatre Festival on August 25<sup>th</sup> – August 26<sup>th</sup>;
  - 5W Public Relations pitched images Ashley and JP to celebrity media outlets.
- 5W Public Relations secured interest from Shenae Grimes to attend the Edmonton International Fringe Theatre Festival;
  - 5W Public Relations contacted Shenae's representative to confirm opportunity;
  - 5W Public Relations advised Travel Alberta of Shenae's interest;
  - Edmonton Tourism passed on this opportunity.

**RELATED MEDIA ACTIVITIES:**

- 5W Public Relations corresponded with appropriate TV shows for all events;
- 5W Public Relations researched celebrity partnerships for all events;
- 5W Public Relations drafted and disseminated the following destination pitches:
  - Edmonton Festivals;
  - Edmonton Family Fun-Filled Festivals;
  - Hotels and Festivals;
  - How Edmonton Became the Festival City.
- 5W Public Relations held conference calls with the Travel Alberta/Edmonton Tourism team on the following dates:
  - August 2, 2012;
  - August 6, 2012;
  - August 9, 2012;
  - August 23, 2012;
  - August 30, 2012.
- 5W Public Relations continued to field emails and phone calls from the Travel Alberta/Edmonton Tourism team.

As always, should you have any comments or questions, please feel free to call us at 212-999-5585.